

# DEVELOPING A QUALITY ASSURED NATIONAL PROMOTIONAL STRATEGY FOR PYO in the UK



An Industry Landmark Event

to be held on Monday, 25 February 2008

from 09.30-16.30 at Essington Fruit Farm, Nr Wolverhampton, Staffs WV11 2BA



---

**Was your pick-your-own farm as busy as this on 14 April 2007?**

---

**The picture above was taken in France, where the pick-your-own season runs from the end of March into November.**

---

**PYO takings for some farms in France are 50% greater those of the largest PYO in the UK.**

---

**Pick-your-own in the UK can appeal to new audiences.**

---

**Time to step out of the shadows.**

**Wake up, Pick-Your-Own!**



## **A bit of background & the Chapeau de Paille**

**In 1985 a group of French farmers visited the UK to look at the PYO phenomenon. They were impressed and, back home, they set to work to create a network of quality pick-your-own farms under a single brand, called the Chapeau de Paille (straw hat). There are 24 Chapeau de Paille farms today, located around Paris and other major cities. There are strict criteria for selection. Qualifying farms pay a fee to the franchise which gives them a recognised logo, agronomist support, promotional material and national advertising.**

**The Chapeau de Paille pick-your-own farms appear to be operating at a significantly higher level of turnover than any in the UK. We think there is much to be learned.**

## **This could be the most significant initiative since PYO started ...**

**This event is called by FARMA, Europe's largest independent organisation representing direct sales to the consumer, to establish the industry's appetite for setting up a PYO brand and quality mark, modelled on the Chapeau de Paille. As a co-operative, collaboration and joint marketing should be on our agenda.**

**Whether you are running an established PYO farm or considering development of a site, we urge you to attend; to be part of the birth of what could be the most significant initiative for PYO since it started more than 40 years ago.**

# DEVELOPING A QUALITY-ASSURED NATIONAL PROMOTIONAL STRATEGY FOR PICK-YOUR-OWN IN THE UK



**MONDAY 25 FEBRUARY 2008**

## Programme

- 09.30** **Arrival, tea & coffee**
- 10am** **Setting the scene:**  
Gareth Jones & Janet Allen
- 10.15** **The Chapeau de Paille story**  
Philippe Marguery
- 11.15** **Extending the UK PYO  
season:** led by Janet Allen
- 11.45** **The impact of branding**  
Gareth Jones
- 12.00** **WORKSHOP 1**  
**Setting Quality standards &  
dissemination/discussion**
- 13.00** **LUNCH**
- 14.00** **Visioning the future**
- 14.45** **WORKSHOP 2**  
**Potential impacts of change  
/no change &  
dissemination/discussion**
- 15.45** **Conclusions of the day**
- 16.30** **Close**

All timings approximate

Retail analysts agree that provenance is the next big battleground for consumer choice.

PYO is brilliantly placed to be the freshest, most exciting retail format - and it's the one that the supermarkets will find most difficult of all to copy. But we cannot assume that today's consumers know what PYO is; two generations have grown up since the 1970's, indoctrinated in convenience, unaware of seasonality.

## Why a National Promotional Strategy?

Of necessity, PYO farms are closed for some months and recreating consumer loyalty each year is a demanding task. Setting out, as an industry, to find ways to be open for longer will help - and it could help reduce dependence on the soft fruit season. But we also need to build new awareness of PYO, and real excitement about its unique offer, through highly focused national and regional consumer publicity and promotion. This meeting will establish the potential for pooling resources and the parameters for the use of funds.

## A Quality-Assured Brand

We will also be seeking the industry's support for the creation of a strong, national brand, instantly recognisable as denoting a quality outlet, backed by inspected standards. This makes practical as well as commercial sense. PYO is one of the last parts of the food & farming industries not have a Quality-Assured regime, either set by the industry itself or imposed on it by others; surely it's time to move ahead?



Our host at Essington Fruit Farm is farmer, Richard Simkin, who started PYO in 1970's and was a founder member of the Farm Shop & PYO Association (FSPA), a forerunner of FARMA.

The FSPA had a vision for the promotion of PYO, including national promotion, which faded somewhat as the member businesses grew to be year-round, with farm shops, cafes and other attractions. PYO has also faded from its glory-days. But the time is right for PYO to make a come-back

Essington Fruit Farm has a recently-extended farm shop with a full-service butchery; it has excellent production kitchen facilities making cakes, pies and foods for the cafe; and of course the PYO fields all round. Lunch will include delicious ham from Essington Fruit Farm's own pigs.

**Ticket price:  
£30 per person,  
plus VAT,  
including lunch**

**CALL 0845 45 88 420 FOR INSTANT BOOKING**  
or complete this form, send to FARMA, 12 Southgate Street, Winchester, SO23 9EF

Booking contact .....

Farm/business name: .....

Correspondence address: .....

.....

.....

..... Post Code .....

email address: .....

Telephone number: .....

Mobile .....

**DELEGATES: Ticket price £30 + VAT (£35.25) including lunch**

Name .....

Name .....

Name .....

More delegates? Please attach names on a separate sheet.

**Terms + conditions** This event is available only to FARMA members. If you are not a member, you can join the Association, subject to eligibility: Please call 0845 45 88 420 for details. No refund for cancellations received on or after 20 February 2008. You may substitute another delegate at any time; please call 0845 45 88 420 to register new name. FARMA reserves the right to change details of the published event without notice.

**PAYMENT DETAILS**

**Pay by cheque:**

Please make your cheque payable to FARMMA and send with booking to: FARMA, 12 Southgate Street, Winchester, Hampshire SO23 9EF

**Pay by credit / debit card**

You can call 0845 45 88 420 to make your booking and pay at the same time. Or complete the following details:

Card type:  
Maestro / Delta / Visa / Mastercard/ .....

Card No .....

Expiry: ..... / .....

Card start date: ..... / .....

Issue number (if applicable) .....

CSV (last three numbers on the back of the card)

.....

A VAT receipt will be sent to you, with further event details.

Payment enclosed, total inc VAT:

£ .....